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Exam : AD0-300

**Title : Adobe Campaign Business
Practitioner**

Version : DEMO

1.A campaign business practitioner needs to build an A/B test email campaign for two different promotions. By the theme that generates the most website visits.

Which email metric indicates the winning promotion theme?

- A. Highest Click through rate
- B. Lowest unsubsubscribe rate
- C. Highest open rate
- D. Lowest activity rate

Answer: A

2.Which best practice should a user take to move an improperly placed campaign into the correct program folder?

- A. Rename the improper program location to the appropriate program
- B. Recreate the campaign in correct program
- C. Select the correct program dropdown in the campaign edit tab
- D. Click and drag the campaign into the appropriate program

Answer: C

Explanation:

Reference: https://docs.campaign.adobe.com/doc/AC/en/PTF_Administration_basics_Access_management.html

3.A user is assigned to the administrator group (which has full access) and a developer access (which has restricted access).

What is the result?

- A. Based on administrator access, the user does NOT have any limitations
- B. The user is unable to perform any tasks in the instance until the contradiction is fixed
- C. An error is produced because this is NOT a compatible configuration
- D. The user is limited to the rights granted to the Developer group

Answer: A

4.In which three execution status states can a campaign business practitioner start a workflow? (Choose three.)

- A. Finished
- B. Being Edited
- C. Paused
- D. Error

Answer: ABC

Explanation:

Reference: https://docs.campaign.adobe.com/doc/AC/en/WKF__General_operation_Executing_a_workflow.html

5.For which reason does a fork activity produce an error?

- A. The fork has no inbound transition
- B. The fork's outbound transition are out of sequence
- C. The fork has an inbound transition that has zero results

D. The fork's outbound transition has no connected activity

Answer: D